

Franklin Simon & Co.



FINE UNDERTHINGS WITH LACE PRICED FOR JANUARY ONLY

Underthings of Crepe de Chine in Copies of Paris Models - Underthings of Sheer Dimity Hand-Sewn and with Real Laces





















Hear clearly and distinctly with a Little Gem Ear Phone

Simplest and smallest hearing device.

Expert advice without charge. Ask or write for booklet.

GEMEARPHONE CO., Inc. 806-BH Marbridge Bldg., 47 W. 34th St. at B'way, N. Y. C. Phone Fitzroy 3744

Advertising Rates

THE NEW YORK HERALD

Rotographic Section

Contract Rates

13 times within one year. .85 26 times within one year. .80 52 times within one year. .75 3,000 lines within one year..... 5,000 lines within one year..... 10,000 lines within one

Single Insertion Rates PER AGATE LINE..... .90 FULL PAGE..... 1,200.00

MINIMUM SPACE 21 LINES. ALL ADVERTISEMENTS MUST CARRY AN ILLUSTRATION.



Torchiers for The Hall and Table A Polychrome Table Torchier 21 inches high \$6.75 & COMPANY

17-19 West 37th Street

LOOK MORE YOUTHFUL It can be accomplished by Mme. Marie's special treatment. Wrinkles, sagging muscles, drooping eyelide, scars, smallpox pittings, acne, etc., removed. Free-kles removed forever. Postitively no cutting or filling. The treatment consists of a healthy stimulation of the muscles and tissues. THIS IS NOT A HOME TREATMENT, but administera by Mme. Marie personally. Excellent accommodations for patrons under her care. All work guaranteed. Write or phone Riverside 3376.

MME. MARIE 222 RIVERSIDE DRIVE, N. Y. CHy.

Reduce Your Flesh in Spots Arms Legs Bust Double Chin by wearing Dr. Walter's reducing RUBBER GARMENTS

Bust Reducer, \$6.00. Chin Reducer \$2.50. Anklets \$7 per pair. Extra high \$9.00. Send for illustrated booklet. Dr. Jeanne A. C. Walter 353 Fifth Ave., N. Y. (Ent.34th St..3d DeorE.)



Peatherweight Transforma-tions of superior French hair. Can be dressed in any fashion. CYCLAMEN HAIR WHITENER Aromatic solution specially prepared for faded and yellow gray hair. Gives the hair a silver appearance so much admired. Price \$2.00 Postpaid.

HAIR SPECIALIST 57 West 39th St., N. Y.



BENNETT DIAMONDS Sold with a written GUARANTEE of sat-

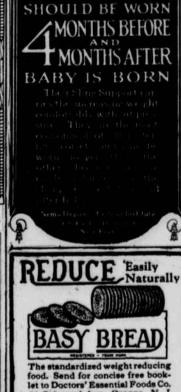
isfaction or your mone refunded. Every stor passes expert inspec-tion and is sure to be

Platinum....\$25 up Bennett Mfg. Co. 175 Broadway (2d floor), at Cortlandt St.

Hopear as Young as You Are Why Have Gray or Faded Hair Use B. PAUL'S HENNA

All Shades from Black to Blond Composed of pulverized Henna and Herbs, best and most natural coloring known for restoring the color to gray hair. The dainty ease with which all shades are obtained and its proven harmlesses deignts and satisfies the most astidious women. Unaffected by hampooing, oils or tonics. Will not tain scalp or rub off. Only one splication necessary. Protect your-elf; ask for and insist on B. Paul's ienuine Henna.





Franklin Simon & Co.



For Misses and Small Women

SPRING FASHION TO WEAR NOW

Boyish Suit OF CAMEL'S HAIR

48.00

The model, the fabric and the color which the smart young women have made into an established fashion success. The new patented slim shoulders and perfection of the cut of the sleeves practically